

emissions, and where the first color comprises an undesirable discharge gas emission;  
the first fluorescent element producing an intensity of the first color that exceeds the prescribed intensity thereof, relative to the second and third intensities, required to provide the whitish second color; and

the filter to receive the emitted first color that is warmer than the whitish second color, and adjusting the warmer first color to the whitish second color by selectively attenuating to a visually insignificant level light in an emission wavelength region of the discharge gas.

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2. (TWICE AMENDED) The gas discharge display device of claim 1, wherein a structural dimension of a first display element corresponding to said first fluorescent substance is different from structural dimensions of second and third display elements corresponding to said second and third fluorescent substances,  
wherein the filter selectively attenuates by attenuating the light emitted by the first element relatively more than it attenuates the light emitted by the second and third element, and  
a light-emission intensity of the first display element is higher than would be necessary to reproduce the whitish color to be displayed by using a combined light emission of the first to third display elements that is not received by said filter.

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29. (TWICE AMENDED) A display apparatus for displaying a target color, comprising:  
a pixel comprising a first, second, and third cell, each cell comprising a discharge gas and a substance, where the discharge gas emits a discharge light that enters the substance of the cell causing the substance to emit an emission light, whereby each cell emits a color that is a combination of the discharge light and the emission light of the cell, and wherein the color of each cell is different from that of the other cells;

a filter attenuating the discharge gas light of the first, second and third cells more than it attenuates the emission light of the first cell; and

the emission light of the first cell is attenuated by the filter more than the emission light of the second and third cells, the first cell being constructed to emit its emission light with an increased intensity sufficient to compensate for its attenuation by the filter and thereby causing the filter to produce the target color.

30. (ONCE AMENDED) The apparatus of claim 29, wherein the first cell is

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constructed to have the increased intensity greater than necessary to reproduce, in combination with the unfiltered color emitted by the second and third cells, the target light.

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34. (ONCE AMENDED) A gas discharge display device comprising:  
a plurality of discharge cells formed within a discharge space between a front substrate and a rear substrate, the discharge cells including a discharge gas therein and being provided with first, second, and third fluorescent substances of red, green and blue, the fluorescent substances being selected to emit light for performing color display; and  
a filter having a characteristic of absorbing light within a wave range of visible light emitted by the discharge gas, the filter being disposed on a front side of the front substrate, wherein a light-emission intensity of at least one of the fluorescent substances is set to be larger than would be necessary to display an intended white light by simultaneous unfiltered light emission of the fluorescent substances, so that light within the wave range is emitted with intensity sufficient to compensate for attenuation of light within the wave range absorbed by the filter.

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56. (NEW) A color display apparatus performing a gaseous discharge producing an undesired gaseous red component emission, and also producing phosphorescent red, blue, and green component emissions of respective and different peak emission values at corresponding, different wavelengths, respective prescribed first, second, and third intensities of the phosphorescent red, blue, and green component emissions producing a white color emission, comprising:

an increased source of the phosphorescent red component emission producing a corresponding increased intensity exceeding the prescribed first intensity thereof, relative to the second and third intensities, required to provide a white color;

a filter selectively attenuating the undesired gaseous red component emission to a visually insignificant level and also attenuating a desired component characteristic of the red phosphorescent component emission by a measurable amount; and

the increased amount of the source of the red phosphorescent component emission being sufficient to compensate for the level of selective attenuation of the red phosphorescent component emission by the filter.

57. (NEW) An improved color display apparatus of the type that performs a gaseous discharge producing an undesired gaseous red component emission, and also produces phosphorescent red, blue, and green component emissions of respective and different peak emission values at corresponding, different wavelengths, respective prescribed first, second, and third intensities of the phosphorescent red, blue, and green component emissions producing a white color emission, wherein the improvement comprises:

a filter selectively attenuating the undesired gaseous red component emission to a visually insignificant level and also attenuating a desired component characteristic of the red phosphorescent component emission by a measurable amount; and

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a source of the phosphorescent red component emission constructed to provide an increased intensity exceeding the prescribed first intensity required to provide the white color emission, relative to the second and third intensities, the increased amount of the source of the red phosphorescent component emission being sufficient to compensate for the measurable amount of selective attenuation of the red phosphorescent component emission by the filter, thereby causing the display to emit from the filter the white color emission.